AltruCliq
Arrange the Change

High School Division
Maui High School, Maui
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A. **Executive Summary**

AltruCliq will be a digital platform that helps volunteers give back to their community through projects catered to personal interests, opportunities to socialize, and redeemable reward systems. The lack of networking and consolidation of volunteer opportunities makes it difficult and discourages eager volunteers from participating in community service. By eliminating these obstacles and making volunteer opportunities more accessible, we hope to increase the number of volunteers in Hawaii to ultimately better our community and environment.

B. **Business**

Company Name: The name AltruCliq derives from "altruism" and "clique" because it unites people with shared interests to selflessly volunteer and support the wellbeing of others and the environment.

Mission: To sustain communities and environments through volunteer involvement

Vision: Communities with the passion and initiative to help people and places.

Objectives: Increase volunteer population, provide easily accessible community service opportunities, and improve the quality of life in communities for **everyone**.

C. **Product**

Rationale: Too often, finding community service opportunities that are enjoyable for volunteers requires cross-searching multiple websites, reading through newspapers, and trying to drag friends or family along. With Hawaii's volunteerism rate declining and the growing need for change in the community, we found it a suitable issue to address. AltruCliq will eliminate all of these obstacles, and by making engaging community service opportunities more accessible, we hope to increase the number of volunteers in Hawaii to ultimately better our community and environment.

Market Research: Some of our competitors include online platforms like United Way, social media, offline listings (newspapers, bulletins, etc.), and word of mouth. These competitors were determined by surveying people in the community about how they find community service opportunities. Although all of these sources have their strengths, they fall short in areas like event details, quick RSVP, and direct connections to event organizers and fellow volunteers. AltruCliq will be able to meet all of

these requirements along with additional features like an hour log, redeemable rewards, and resources to create and post your own event.

D. Marketing Plan

Target Market:

Group	Statistics
# of nonprofits in Hawaii	12,650
Approx. # of Hawaii residents who volunteer	311,832
Approx. # of high school students in Hawaii	168,095

Hawaii has a significant student body population, of which 55% of youth aged 12-18 participate in volunteer activities. While volunteers of all ages will be targeted by AltruCliq, the teen volunteering rate is nearly twice the adult volunteering rate of 29%, making it our core demographic. With the number of nonprofits increasing by almost 25% within the past 10 years, the amount of volunteer opportunities is constantly growing, making it appropriate for us to focus our marketing towards volunteer-based organizations as well. With customers available on both the volunteer and organization sides of volunteering, this means that AltruCliq will be able to reach a wider audience.

Marketing Strategies:

a. **Product:** AltruCliq will be a mobile app that will make volunteering opportunities more accessible to community members and volunteers more available to local nonprofit organizations. First, users will create either a normal or business account. For the normal account, the user will input a list of their interests and passions. The app will then filter volunteer opportunities based on the user's selected interests so that the work will be more engaging and meaningful to the user. When signing up for events, the user will be able to see other users signed up for the event, providing them with an opportunity to connect with other people of similar interests. A redeemable rewards system will also be included to provide some incentive, but it will only be for a limited time because the ultimate goal is for people to develop a genuine love and passion for volunteer work. Users will be able to redeem a certain number of hours for items from local

stores and restaurants like Zippys, HIC, and more. (e.g. 5 hours of service for a Zip Pac) This system will not only help attract users, but it will also support local businesses in Hawaii. Additionally, we want volunteers to eventually take the initiative to create change themselves, so the app will include a feature for users to create and share their own events. Business accounts will allow local nonprofits to post events and extend their outreach to volunteers.

b. **Price:** The initial price of the app will be free, but organizations will have a subscription fee of $15 per year for a business account and optional in-app fees for additional promotions and a wider outreach for events. We also want to support local businesses by providing them with the opportunity to buy ad space on the app for different costs depending on the selected amount of outreach. Additional sources of revenue will stem from donations from users and organizations. These costs are roughly equivalent to those of our competitors, and the business subscription fee is reasonable considering the majority of our competitors don't offer this feature.

c. **Promotion:** We will market and promote our app through our already existing social media platforms and website, and it will be marketed to students through outreach to schools and youth-based service organizations. These messages and presentations will include a summary of the app, a brief demo, and surveys to collect data on potential users. One of the features designed to draw in users is the rewards system which allows users to redeem hours for items from local stores and restaurants. However, it will only be for a limited time because the ultimate goal is for people to develop a genuine love and passion for volunteer work. This system will not only help attract users, but it will also support local businesses in Hawaii.

d. **Placement:** Our app will be a progressive web app (PWA). This means that the web app can be installed onto the user's phone or device and will work offline. Having a progressive web app will allow us to avoid App Store and Google Play fees.

E. <u>**Finance**</u>

Startup Costs:

Component	Cost
Web App Developer	$50,000

Operating System: Progressive Web App (PWA)	$900
Instagram Ads	$90
Facebook Ads	$90
TOTAL	**$51,080**

Source of Financing: Sources of financing will include crowdfunding, startup investors, and small business grants.

Cost Per Unit: We are estimating about 500 downloads a month within the first year based on download statistics for new apps. After dividing the startup costs (not including the cost of marketing) by the approximated number of downloads in the first year, each download would have a value of $8.48.

Profit: The initial cost of the app will be free, and profit will generate from in-app purchases (IAP), subscription fees, and advertisements. Subscription fees (only for business accounts) will be priced at $15 per year, and businesses are estimated to spend approximately $50 on advertisements per year. Based on recent statistics, the average user spends $0.50 per month ($6 per year) on IAP per app. Assuming that roughly 10% of our users will be paying users (business accounts), the first-year gross profit expectations would approximate $20,500. The profit will increase every year assuming that the number of users will increase exponentially.

Sales Projection for One Year:

Sources of Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Subscriptions	$9,000	$9,900	$10,890	$11,979	$13,176
Advertisement	$30,000	$33,000	$36,300	$39,930	$43,920
In-App Purchases	$32,400	$35,640	$39,204	$43,124.40	$47,433.60
Total Revenue	$71,400	$78,540	$86,394	$95,033.40	$104,529.60
Web App Developer	-$50,000	-$55,000	-$60,000	-$65,000	-$70,000
Operating System	- $900	- $900	- $900	- $900	- $900
Gross Profit	$20,500	$22,640	$25,494	$29133.40	$33,629.60